American Software Accelerates Growth and Innovation with Three New Executive Appointments

Key Hires in Research & Development, Sales, and Marketing
Help Position American Software for the Future

ATLANTA (September 1, 2020) – American Software, Inc. (NASDAQ: AMSWA) today announced the addition of three industry leaders to help accelerate the company's growth, product development and awareness. Kevin McInturff, executive vice president of research and development, Alex Price, senior vice president, alliance partners and sales, and Shawn Reynolds, executive vice president of marketing, have joined the company.

Recent global events highlight the importance of supply chain and its impact on the financial success of a company, regardless of industry or size. American Software and our brands of supply chain solutions - Logility, Demand Solutions, and NGC Software - each have been entrusted by many of the world's largest brands to lead them as they modernize their supply chains during this time of disruption. American Software companies have a strong history of delivering the right solutions for their markets with unbeatable customer success. Today's announcement demonstrates the company's commitment to growth and leadership in supply chain technology.

Kevin McInturff joins to lead the American Software global research and development team, delivering innovative solutions for Logility, Inc., Demand Management, Inc. and New Generation Computing, Inc. customers. With a passion for product engineering and agile practices, Kevin is charged with working closely with customers, industry leaders and internal teams to accelerate the company's product roadmap and deliver the supply chain solutions that the industry needs

today and that will ensure success in the future. Prior to joining the company, he helped build the product development group at Deluxe Corporation from just two developers to an organization of more than 300.

Alex Price, senior vice president, alliance partners and sales, is charged with growing our partner program and accelerating growth across the global indirect channel. Most recently Alex was global vice president, alliances, channels & technology ecosystem strategy at Blue Yonder where he was responsible for strategic partnerships and the development of a digital ecosystem of partners.

Shawn Reynolds, executive vice president, marketing, will lead global marketing strategy, manage brand awareness, and develop programs that drive the success of the company's products and services. Shawn is an accomplished executive with more than 20 years of successfully leading world-class marketing organizations. Prior to joining the company, he was chief marketing officer at enosix, an ERP integration provider. He also has held roles as chief marketing officer at Telit Wireless as well as global vice president at SAP responsible for leading the company's global marketing for digital supply chain.

"The pace of business is increasing and growing more complex driven by the events around us," said Allan Dow, CEO and president, American Software. "American Software and our brands Logility, Demand Solutions and NGC Software all have a strong history of delivering success. Today's announcement highlights our commitment to accelerating the pace of innovation and growth across the American Software portfolio. Each of these leaders brings tremendous experience and domain expertise to help keep our momentum moving forward."

About American Software, Inc.

Atlanta-based American Software, Inc. **(NASDAQ: AMSWA)**, delivers innovative AI-powered supply chain management and advanced retail planning platforms. Logility, Inc., a wholly-owned subsidiary of American Software, is accelerating digital supply chain optimization and advanced retail planning from product concept to customer availability and companies transform their

supply chain operations to gain a competitive advantage. Recognized for its high-touch approach to customer service, rapid implementations and industry-leading return on investment (ROI), Logility customers include Big Lots, Husqvarna Group, Parker Hannifin, Sonoco Products, Red Wing Shoe Company and VF Corporation. Demand Management, Inc., a wholly-owned subsidiary of Logility, delivers affordable, easy-to-use Software-as-a-Service (SaaS) supply chain planning solutions designed to increase forecast accuracy, improve customer service and reduce inventory to maximize profits and lower costs. Demand Management serves customers such as Siemens Healthcare, AutomationDirect.com and Newfoundland Labrador Liquor Corporation. New Generation Computing, Inc. (NGC), a wholly-owned subsidiary of American Software, powers the digital supply chain to enable brand owners and retailers to maximize revenue and profit by accelerating lead times, streamlining product development, and optimizing sourcing and distribution. NGC customers include Brooks Brothers, Carter's, Destination XL, Fanatics, Foot Locker, Jockey International, Lacoste and Spanx. The comprehensive American Software supply chain and retail planning portfolio includes advanced analytics, supply chain visibility, demand, inventory and replenishment planning, Sales and Operations Planning (S&OP), Integrated Business Planning (IBP), supply and inventory optimization, manufacturing planning and scheduling, retail merchandise and assortment planning and allocation, product lifecycle management (PLM), sourcing management, and vendor quality and compliance. For more information about American Software, please visit www.amsoftware.com, call (800) 726-2946 or email: ask@amsoftware.com.

Forward Looking Statements

This press release contains forward-looking statements that are subject to substantial risks and uncertainties. There are a number of factors that could cause actual results to differ materially from those anticipated by statements made herein. These factors include, but are not limited to, changes in general economic conditions, technology and the market for the Company's products and services, including economic conditions within the e-commerce markets; the timely availability and market acceptance of these products and services; the Company's ability to satisfy in a timely manner all Securities and Exchange Commission (SEC) required filings and the requirements of Section 404 of the Sarbanes-Oxley Act of 2002 and the rules and regulations adopted under that Section; the challenges and risks associated with integration of acquired product lines and companies; the effect of competitive products and pricing; the uncertainty of the viability and effectiveness of strategic alliances; and the irregular pattern of the Company's revenues. For further information about risks the Company could experience as well as other information, please refer to the Company's current Form 10-K and other reports and documents subsequently filed with the SEC. For more information, contact: Vincent C. Klinges, Chief Financial Officer, American Software, Inc., (404) 264-5477 or fax: (404) 264-5298.

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